

Experience Life Magazine Wins Multiple Industry Awards

Healthy-way-of life magazine receives 16 national and regional awards for editorial and design excellence

CHANHASSEN, Minn.--(BUSINESS WIRE)--*Experience Life* was recently honored among the best in magazine editorial and design, both at the 2011 FOLIO: Eddie and Ozzie Awards, and by the 15th annual Excellence Awards, sponsored by the Minnesota Magazine and Publishing Association (MMPA). This is the magazine's fourth Folio award, and its ninth consecutive year of garnering multiple top MMPA awards, which celebrate the Midwest's best magazines.

On November 1, *FOLIO*: magazine announced that *Experience Life* received a 2011 Eddie Award in editorial excellence for its pullout handbook, "[Being Healthy Is a Revolutionary Act: A Manifesto for Living in a Mixed-Up World](#)." Authored by founding editor Pilar Gerasimo as part of her feature in *Experience Life*'s January-February 2011 "Change Your Life" issue, the manifesto inspired a companion Web initiative, [RevolutionaryAct.com](#).

"The central message of this manifesto, and of all the resources at [RevolutionaryAct.com](#), is that each of us has the opportunity to reclaim responsibility for our own well-being, even in the face of real challenges," says Gerasimo. "To me, this award feels like an affirmation of that message, and also a huge support of our magazine's commitment to helping change the world for the healthier."

The Eddie and Ozzie Awards is the largest competition in magazine publishing and is held each year in New York City during the annual FOLIO: conference.

Experience Life also won a variety of top awards from the MMPA. Held on November 3 in Minneapolis, the MMPA Awards Gala is one of the largest magazine publishing events in the Midwest. This year, *Experience Life* took home:

- GOLD Overall Excellence
- GOLD Best Web Site
- GOLD Regular Column: Nutrients
- GOLD Feature Article: "Upgrade Your Brain"
- GOLD How-To Article: "A Path Out of Depression"
- GOLD Thoughts From the Editor
- SILVER Overall Design
- SILVER Feature Article: "Being Healthy Is a Revolutionary Act"
- SILVER How-To Article: "More of the Best Exercises (You're Not Doing)"
- SILVER Feature Design: "Tangled Up in Food"
- BRONZE How-To Article: "Sleep It Off"
- BRONZE Regular Column: Honestly, Dara
- BRONZE Feature Design: "More of the Best Exercises (You're Not Doing)"
- BRONZE Typography: "Keeping Secrets"
- BRONZE Single Page or Spread Design: "The Other Drug Problem"

"It's such a thrill to win our region's top publishing award, and to have so many of the pieces our whole team worked so hard on recognized in this way," says Gerasimo. "I'm especially happy about the breadth of these awards, which span our coverage of nutrition, fitness and quality-of-life topics, as well as our content-rich Web site. That site, [ExperienceLife.com](#), is now also powering our new '101 Revolutionary Ways to Be Healthy' mobile app. So we're hoping that next year, there will be an apps category for that, too!"

About *Experience Life*

Experience Life is an award-winning healthy-living magazine published 10 times a year by [Life Time Fitness, Inc.](#) (NYSE: LTM). The magazine currently enjoys a total circulation of more than 630,000 with an MRI-estimated reach of 2.8 million readers. It is aimed at a mainstream audience of health-motivated individuals who are interested in achieving their personal potential and balancing the demands of their busy lives. *Experience Life* is available by subscription and on select newsstands nationwide, including many Whole Foods Market and Barnes & Noble stores.

For more information, please visit [ExperienceLife.com](#).

About Life Time Fitness, Inc.

As The Healthy Way of Life Company, Life Time Fitness (NYSE:LTM) helps organizations, communities and individuals achieve their total health objectives, athletic aspirations and fitness goals by engaging in their areas of interest — or discovering new passions — both inside and outside of Life Time's distinctive and large sports, professional fitness, family recreation and spa destinations, most of which operate 24 hours a day, seven days a week. The Company's Healthy Way of Life approach enables customers to achieve this by providing the best programs, people and places of uncompromising quality and value. As of November 22, 2011, the Company

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operated 92 centers under the LIFE TIME FITNESS® and LIFE TIME ATHLETICSM brands, primarily in suburban locations in 21 states and 26 major markets. Additional information about Life Time centers, programs and services is available at lifetimefitness.com.

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